Fax-o-Gram

R.J. Reynolds

Lori E. MacWilliams

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To: Bruce Cook

Fax No.:

Pages: 39 (w/cover) Date: 2/4/94

MESSAGE:

Bruce,

Quality POG's.

Thank-you for your help with this project!!

Lori /1644

This message has been sent via FAX due to its urgency.

Please direct it to the above ASAP. Thank You.

51860 2259

Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #2

13' IN LINE 5 SHELVES

200 ROWS (Carton Capacity 1080)

RJR	RJR	RJR	RJR
RJR	RJR	RJR	PM
PM	PM	PM	PM
PM	PM	LOR	LOR
L&M (10) / ATC (3)	ATC (7) / B&W (2)	B&W	EXTRA VALUE
4' 13 Rows	3' 9 Rows	3' 9 Rows	3' 9 Rows

	# Rows	% Rows
RJR	71	35.50%
PM	71	35.50%
ATC	10	5.00%
LOR	18	9.00%
B&W	11	5.50%
L&M	10	5.00%
EXTRA VALUE/GEN	9	4.50%
TOTALS	**200**	**100.00%**

DATE: 6/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #4

4X7 FLEX 7 SHELVES

343 ROWS (Carton Capacity 1813)

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM
PM	PM	LOR	LOR	LOR (4) PM (5)
PM	PM	LOR (4) B&W (9)	B&W	B&W
PM	PM	PM (12) ATC (1)	ATC	ATC
L&M	L&M (1) GENERIC (8)	GENERIC	EXTRA VALUE	EXTRA VALUE
3' 9 Rows	3' 9 Rows	4' 13 Rows	3' 9 Rows	3' 9 Rows

	# Rows	% Rows
RJR	98	28.57%
PM	120	34.99%
ATC	19	5.54%
LOR	30	8.75%
B&W	27	7.87%
L&M	10	2.92%
EXTRA VALUE	18	5.25%
GENERIC	21	6.12%
TOTALS	**343**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #5

13' IN LINE FIXTURE 7 SHELVES

287 ROWS (Carton Capacity)

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM
PM	PM	LOR	LOR	PM
PM	PM	LOR	ATC	B&W
PM	PM	PM (2) LOR (6)	ATC	B&W
L&M	L&M (2) GENERIC (6)	GENERIC	ATC (4) Extra Value (4)	EXTRA VALUE
2.5' 8 Rows	2.5' 8 Rows	2.5' 8 Rows	2.5' 8 Rows	3' 9 Rows

	# ROWS	% ROWS
RJR	82	28.57%
PM	100	34.84%
ATC	20	6.97%
LOR	30	10.45%
L&M	10	3.48%
B&W	18	6.27%
Extra Value	13	4.53%
GENERIC	14	4.88%
TOTALS	287	100.00%

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #6

8' IN LINE 6 SHELVES

156 ROWS (832 Carton Capacity)

RJR	RJR
RJR	RJR
PM	PM
PM	LOR
PM	ATC (2) B&W (8) LOR (3)
PM (3) L&M (10)	ATC (6) GENERIC (7)
4' 13 Rows	4' 13 Rows

Date: 6/93

	# Rows	% Rows
RJR	52	33.33%
PM	55	35.26%
ATC	16	10.26%
LOR	8	5.13%
B&W	8	5.13%
L&M	10	6.41%
EXTRA VALUE/GEN	7	4.49%
TOTALS	**156**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #10, 46

16' IN LINE 7 SHELVES

364 ROWS (Carton Capacity 1924)

RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
PM	PM	PM	PM
PM	PM	LOR	LOR
PM	PM	LOR (4) B&W (9)	B&W
PM	PM (10) ATC (3)	ATC	EXTRA VALUE
L&M (10) ATC (3)	ATC	GENERIC	GENERIC
4' 13 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows

	# Rows	% Rows
RJR	104	28.57%
PM	127	34.89%
ATC	32	8.79%
LOR	30	8.24%
B&W	22	6.04%
L&M	10	2.75%
EXTRA VALUE	13	3.57%
GENERIC	26	7.14%
TOTALS	**364**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #16

4X5 WITH 4' WRAP END CAP 6 SHELVES

312 ROWS (Carton Capacity 1664)

RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
PM	PM	PM	PM
B&W (9) LOR (4)	LOR	LOR	PM
B&W (8) PM (5)	PM	PM	PM
ATC	ATC (9) Extra Value (4)	ExtraValue (6) Generic (7)	GENERIC (3) L&M (10)
4' 13 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows

Jun-93

	# Rows	% Rows
RJR	104	33.33%
PM	109	34.94%
ATC	22	7.05%
LOR	30	9.62%
B&W	17	5.45%
L&M	10	3.21%
EXTRA VALUE	10	3.21%
GENERIC	10	3.21%
TOTALS	**312**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #18

9' IN LINE 7 SHELVES

189 ROWS (Carton Capacity 999)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	LOR	LOR
PM	LOR	LOR (3) B&W (6)
PM	PM	PM (3) B&W (6)
L&M	L&M (1) ATC (8)	GENERIC
3' 9 Rows	3' 9 Rows	3' 9 Rows

	# Rows	% Rows
RJR	54	28.57%
PM	66	34.92%
ATC	8	4.23%
LOR	30	15.87%
B&W	12	6.35%
L&M	10	5.29%
EXTRA VALUE/GEN	9	4.76%
TOTALS	**189**	**100.00%**

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QUALITY MARKETS #19

13' IN LINE FIXTURE 6 SHELVES

240 ROWS (1280 Carton Capacity)

RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
PM	PM	PM	PM
PM	PM	LOR	LOR
PM	PM	PM (8) LOR (1)	LOR (7) B&W (6)
L&M	L&M (1) ATC (8)	ATC	B&W
3' 9 Rows	3' 9 Rows	3' 9 Rows	4' 13 Rows

	# ROWS	% ROWS
RJR	80	33.33%
PM	84	35.00%
ATC	17	7.08%
LOR	30	12.50%
L&M	19	7.92%
B&W	10	4.17%
TOTALS	240	100.00%

REVISED:6/93

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QUALITY MARKETS #24

FLEX 9' 6 SHELVES

162 ROWS (Carton Capacity 864)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	LOR	LOR
PM	PM	EXTRA VALUE
L&M	B&W	ATC
3' 9 Rows	3' 9 Rows	3' 9 Rows

	# Rows	% Rows
RJR	54	33.33%
PM	54	33.33%
ATC	9	5.56%
LOR	18	11.11%
B&W	9	5.56%
L&M	9	5.56%
EXTRA VALUE	9	5.56%
TOTALS	**162**	**100.00%**

DATE:6/93

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Debbie Taylor 6/93

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QUALITY MARKETS #27, 39, 40, 65

16' NON SELF SERVICE 6 SHELVES

312 ROWS (Carton Capacity 1664)

(POG#1)

RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
PM	PM	PM	PM
PM	PM	PM	EXTRA VALUE
PM	PM (6) LOR (7)	LOR	GENERIC
L&M (10) B&W (3)	B&W	LOR (8) ATC (5)	ATC
4' 13 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows

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	# OF ROWS	% OF ROWS
RJR	104	33.33%
PM	110	35.26%
ATC	18	5.77%
LOR	28	8.97%
B&W	16	5.13%
L&M	10	3.21%
EXTRA VALUE	13	4.17%
GENERIC	13	4.17%
TOTALS	312	100.00%

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QUALITY MARKETS #27, 39, 40, 65

16' NON SELF SERVICE 6 SHELVES

312 ROWS (Carton Capacity 1664)

(POG#1)

RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
PM	PM	PM	PM
PM	PM	PM	EXTRA VALUE
PM	PM (6) LOR (7)	LOR	GENERIC
L&M (10) B&W (3)	B&W	LOR (8) ATC (5)	ATC
4' 13 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows

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	# OF ROWS	% OF ROWS
RJR	104	33.33%
PM	110	35.26%
ATC	18	5.77%
LOR	28	8.97%
B&W	16	5.13%
L&M	10	3.21%
EXTRA VALUE	13	4.17%
GENERIC	13	4.17%
TOTALS	312	100.00%

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #28

10' NON SELF SERVICE 7 SHELVES

217 ROWS (Carton Capacity 1147)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	LOR	EXTRA VALUE
PM	LOR	LOR (4) B&W (9)
PM	PM	B&W (7) ATC (6)
PM	L&M	ATC
3' 9 Rows	3' 9 Rows	4' 13 Rows

	# Rows	% Rows
RJR	62	28.57%
PM	76	35.02%
ATC	19	8.76%
LOR	22	10.14%
B&W	16	7.37%
L&M	9	4.15%
EXTRA VALUE	13	5.99%
TOTALS	**217**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #29

8.5' NON SELF SERVICE 7 SHELVES

182 ROWS (Carton Capacity 962)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	LOR	LOR
PM	PM (4) LOR (5)	EXTRA VALUE
PM	PM	B&W
L&M	ATC	ATC (5) B&W (4)
2.5' 8 Rows	3' 9 Rows	3' 9 Rows

	# Rows	% Rows
RJR	52	28.57%
PM	63	34.62%
ATC	14	7.69%
LOR	23	12.64%
B&W	13	7.14%
L&M	8	4.40%
EXTRA VALUE	9	4.95%
TOTALS	182	100.00%

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #30

12' IN LINE NON SELF SERVICE 6 SHELVES

234 ROWS (Carton Capacity 1248)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	PM (4) LOR (9)	LOR
PM	PM	EXTRA VALUE
L&M (8) ATC (5)	ATC (10) B&W (3)	B&W
4' 13 Rows	4' 13 Rows	4' 13 Rows

DATE:6/93

	# Rows	% Rows
RJR	78	33.33%
PM	82	35.04%
ATC	15	6.41%
LOR	22	9.40%
B&W	16	6.84%
L&M	8	3.42%
EXTRA VALUE	13	5.56%
TOTALS	**234**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #33

4X4 END CAP 7 SHELVES

273 ROWS (Carton Capacity 1443)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
LOR	LOR	PM
LOR (4) B&W (9)	B&W	PM
ATC (9) PM (4)	PM	PM
ATC (9) Extra Value (4)	Extra Value (6) Generic (7)	Generic (3) L&M (10)
4' 13 Rows	4' 13 Rows	4' 13 Rows

	# Rows	% Rows
RJR	78	28.57%
PM	95	34.80%
ATC	18	6.59%
LOR	30	10.99%
B&W	22	8.06%
L&M	10	3.66%
EXTRA VALUE	10	3.66%
GENERIC	10	3.66%
TOTALS	**273**	**100.00%**

DATE:6/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #33, #4

4X4 END CAP 7 SHELVES

273 ROWS (Carton Capacity 1443)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
LOR	LOR	PM
LOR (4) B&W (9)	B&W	PM
ATC (9) PM (4)	PM	PM
ATC (9) Extra Value (4)	Extra Value (6) Generic (7)	Generic (3) L&M (10)
4' 13 Rows	4' 13 Rows	4' 13 Rows

	# Rows	% Rows
RJR	78	28.57%
PM	95	34.80%
ATC	18	6.59%
LOR	30	10.99%
B&W	22	8.06%
L&M	10	3.66%
EXTRA VALUE	10	3.66%
GENERIC	10	3.66%
TOTALS	**273**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #34, 26, 32

4X4 END CAP 7 SHELVES

217 ROWS (Carton Capacity 1147)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	LOR	LOR
PM	PM (4) B&W (9)	B&W (5) ATC (4)
PM	PM	ATC
L&M	L&M (1) GENERIC (12)	EXTRA VALUE
3' 9 Rows	4' 13 Rows	3' 9 Rows

	# Rows	% Rows
RJR	62	28.57%
PM	75	34.56%
ATC	13	5.99%
LOR	22	10.14%
B&W	14	6.45%
L&M	10	4.61%
EXTRA VALUE	9	4.15%
GENERIC	12	5.53%
TOTALS	**217**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #36
COMBINATION PKG/CTN FIXTURE
NON SELF SERVICE

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR RJR
PM	PM	PM	PM	RJR
PM	PM	PM	EXTRA VALUE	
PM	PM	LOR	LOR (5) VALUE TIME (8)	
PM	PM (4) ATC (5)	LOR	LOR (5) VALUE TIME (8)	
L&M	ATC	ATC (2) B&W (7)	B&W	
3' CARTONS	3' CARTONS	3' CARTONS	4' CARTONS	PACKAGES

	# OF ROWS	% OF ROWS
RJR	80	28.57%
PM	98	35.00%
ATC	16	5.71%
LOR	28	10.00%
B&W	20	7.14%
L&M	9	3.21%
VALUE TIME	13	4.64%
EXTRA VALUE	16	5.71%
TOTALS	**280**	**100.00%**

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7/14/93

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QUALITY MARKETS #37
COMBINATION PKG/CTN FIXTURE
NON SELF SERVICE

RJR	RJR	RJR	RJR RJR
RJR	RJR	RJR	RJR
PM	PM	PM	RJR
PM	PM (4) LOR (9)	LOR	
PM	PM	Extra Value (6) Value Time (7)	
L&M (8) ATC (5)	ATC (10) B&W (3)	B&W	
4' CARTONS	4' CARTONS	4' CARTONS	4' PACKAGES

	# OF ROWS	% OF ROWS
RJR	78	33.33%
PM	82	35.04%
ATC	15	6.41%
LOR	22	9.40%
B&W	16	6.84%
L&M	8	3.42%
VALUE TIME	7	2.99%
EXTRA VALUE	6	2.56%
TOTALS	**234**	**100.00%**

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QUALITY MARKETS #38

8' IN LINE (Non Self Service)

4' Seperate IN LINE (Non Self Service)

273 ROWS (Carton Capacity 1443)

8'	
RJR	RJR
RJR	RJR
PM	PM
PM	PM
PM	PM (4) LOR (9)
PM	LOR
L&M (10) ATC (3)	L&M (1) ATC (8)
4' 13 Rows	4' 13 Rows

4'
RJR
RJR
PM
EXTRA VALUE
EXTRA VALUE
LOR (10) B&W (3)
B&W
4' 13 Rows

	# Rows	% Rows
RJR	78	28.57%
PM	95	34.80%
ATC	16	5.86%
LOR	32	11.72%
B&W	16	5.86%
L&M	10	3.66%
EXTRA VALUE	26	9.52%
TOTALS	**273**	**100.00%**

DATE: 9/93

Karen Peterson

51860 2279

QUALITY MARKETS #42

8' IN LINE NON SELF SERVICE
9 SHELVES 3 CARTONS HIGH
234 ROWS

	RJR	RJR
3 HIGH	RJR	RJR
3 HIGH	RJR	RJR
3 HIGH	PM	PM
3 HIGH	PM	PM
3 HIGH	PM	PM
3 HIGH	LOR	EXTRA VALUE
3 HIGH	LOR	ATC (5) B&W (8)
3 HIGH	L&M (8) ATC (5)	ATC (5) B&W (8)
	13 Rows	13 Rows

	# Rows	% Rows
RJR	78	33.33%
PM	78	33.33%
ATC	15	6.41%
LOR	26	11.11%
B&W	16	6.84%
L&M	8	3.42%
EXTRA VALUE	13	5.56%
TOTALS	**234**	**100.00%**

DATE: 6/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #44

6.5' 7 SHELVES

147 ROWS (Carton Capacity 777)

RJR	RJR
RJR	RJR
PM	PM
EXTRA VALUE	PM
GENERIC	GENERIC (5) B&W (8)
L&M	LOR
L&M (2) ATC (6)	ATC (6) LOR (7)
2.5' 8 Rows	4' 13 Rows

	# Rows	% Rows
RJR	42	28.57%
PM	34	23.13%
ATC	12	8.16%
LOR	20	13.61%
B&W	8	5.44%
L&M	10	6.80%
EXTRA VALUE/GEN	21	14.29%
TOTALS	**147**	**100.00%**

DATE: 6/93

51860 2281

Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #44

6.5' 7 SHELVES

147 ROWS (Carton Capacity 777)

RJR	RJR
RJR	RJR
PM	PM
EXTRA VALUE	PM
GENERIC	GENERIC (5) / B&W (8)
L&M	LOR
L&M (2) / ATC (6)	ATC (6) / LOR (7)
2.5' 8 Rows	4' 13 Rows

	# Rows	% Rows
RJR	42	28.57%
PM	34	23.13%
ATC	12	8.16%
LOR	20	13.61%
B&W	8	5.44%
L&M	10	6.80%
EXTRA VALUE/GEN	21	14.29%
TOTALS	**147**	**100.00%**

DATE: 6/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #47

12' IN LINE NON SELF SERVICE 7 SHELVES

273 ROWS (Carton Capacity 1443)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	PM	EXTRA VALUE
PM	PM (4) LOR (9)	EXTRA VALUE
PM	LOR	LOR (10) B&W (3)
L&M (10) ATC (3)	ATC	B&W
4' 13 Rows	4' 13 Rows	4' 13 Rows

	# Rows	% Rows
RJR	78	28.57%
PM	95	34.80%
ATC	16	5.86%
LOR	32	11.72%
B&W	16	5.86%
L&M	10	3.66%
EXTRA VALUE	26	9.52%
TOTALS	**273**	**100.00%**

DATE:6/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #49

20' IN LINE NON SELF SERVICE 5 SHELVES

325 ROWS (Carton Capacity 1755)

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RJR	RJR	RJR (7) PM (6)	PM	PM
RJR	RJR	RJR (7) PM (6)	PM	PM
RJR	EXTRA VALUE	PM	PM	PM
GENERIC	LOR	LOR	LOR (6) PM (7)	PM
GENERIC (1) L&M (10)	ATC	ATC	B&W	B&W
4' 13 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows

	# Rows	% Rows
RJR	79	26.42%
PM	123	41.14%
ATC	26	8.70%
LOR	22	7.36%
B&W	26	8.70%
L&M	10	3.34%
EXTRA VALUE/GEN	13	4.35%
TOTALS	299	100.00%

DATE:6/93

51860 2284

Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #52

17' IN LINE 6 SHELVES

318 ROWS (Carton Capacity 1696)

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM
PM	PM	LOR	LOR	LOR
PM	PM	PM (6) B&W (3)	B&W	B&W
L&M (10) ATC (3)	ATC	ATC (3) GENERIC (6)	Generic ExtraValue (7) (2)	EXTRA VALUE
4' 13 Rows	4' 13 Rows	3' 9 Rows	3' 9 Rows	3' 9 Rows

	# ROWS	% ROWS
RJR	106	33.33%
PM	111	34.91%
ATC	19	5.97%
LOR	27	8.49%
B&W	21	6.60%
L&M	10	3.14%
EXTRA VALUE	11	3.46%
GENERIC	13	4.09%
TOTALS	**318**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #58

15' IN LINE NON SELF SERVICE 6 SHELVES

288 ROWS (Carton Capacity 1536)

PM	PM (6) / RJR (7)	RJR	RJR
PM	PM (6) / RJR (7)	RJR	RJR
PM	PM (6) / RJR (7)	RJR	EXTRA VALUE
PM	PM	LOR	LOR
PM	PM (4) / ATC (9)	ATC (7) / LOR (6)	GENERIC
B&W	B&W	L&M (10) / GENERIC (3)	GENERIC
4' 13 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows

DATE:6/93

	# Rows	% Rows
RJR	78	27.08%
PM	100	34.72%
ATC	16	5.56%
LOR	28	9.72%
B&W	26	9.03%
L&M	10	3.47%
EXTRA VALUE	30	10.42%
TOTALS	**288**	**100.00%**

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #61

10' IN LINE NON SELF SERVICE
5 SHELF LOW PROFILE

POG-QM#61.XLS

RJR	RJR	RJR
RJR	RJR	PM
PM	PM	PM
PM	LOR	LOR
ATC	B&W	L&M
4' 13 Rows	3' 9 Rows	3' 9 Rows

3 HIGH →

2 HIGH →

5' SAVINGS NON SELF SERVICE
LOW LOW PROFILE

RJR	RJR
RJR	EXTRA VALUE
PM	VALUE TIME
PM	PM
B&W	ATC
2 1/2' 8 Rows	2 1/2' 8 Rows

Savings Brands

	# Rows	% Rows
RJR	53	34.19%
PM	53	34.19%
LOR	18	11.61%
ATC	13	8.39%
B&W	9	5.81%
L&M	9	5.81%
TOTALS	**155**	**100.00%**

(SAVINGS)	# Rows	% Rows
RJR	24	30.00%
PM	24	30.00%
ATC	8	10.00%
B&W	8	10.00%
Extra Value	8	10.00%
Value Time	8	10.00%
TOTALS	**80**	**100.00%**

DATE:10/93

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QUALITY MARKETS #61

2 FIXTURES 7 SHELVES

317 ROWS (Carton Capacity 1623)

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	RJR	
	RJR	
	RJR (7) PM (6)	
	PM	
	B&W (5) VT (8)	
	B&W (7) EV (6)	EV (3) ATC (6)
	L&M (5) ATC (8)	
	4' 13 Rows	

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
LOR	LOR	PM
LOR (4) B&W (5)	PM	PM
B&W	B&W (1) PM (12)	PM
L&M	ATC	PM
3' 9 Rows	4' 13 Rows	3' 9 Rows

	# Rows	% Rows
RJR	95	29.97%
PM	111	35.02%
ATC	27	8.52%
LOR	26	8.20%
B&W	27	8.52%
L&M	14	4.42%
EXTRA VALUE	17	5.36%
	0	0.00%
TOTALS	**317**	**100.00%**

REVISED: 6/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS STORE #62

L SHAPED FLEX (Non Self Service) 6 SHELVES

360 ROWS (Carton Capacity 1920)

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM
PM	PM	PM	LOR	EXTRA VALUE
PM	PM	PM (11) LOR (2)	LOR	EXTRA (7) GEN (6)
L&M	B&W	B&W (6) ATC (7)	ATC	GENERIC

REVISED: 6/93

	#ROWS	% ROWS
RJR	120	33.33%
PM	126	35.00%
ATC	20	5.56%
LOR	28	7.78%
L&M	8	2.22%
B&W	19	5.28%
EXTRA VALUE	20	5.56%
GENERIC	19	5.28%
TOTALS	360	100.00%

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #63

END CAP FIXTURE 7 SHELVES

357 ROWS (Carton Capacity 1887)

TOBACCO	RJR	RJR	RJR	RJR	RJR
TOBACCO	RJR	RJR	RJR	RJR	RJR
TOBACCO	PM	PM	PM	PM	PM
TOBACCO	PM	PM	LOR	LOR	EXTRA VALUE
TOBACCO	PM.	PM	LOR	LOR (1) ATC (12)	ATC
TOBACCO	PM	PM	PM	PM (3) B&W (10)	B&W
TOBACCO	L&M	ATC	ATC	B&W	GENERIC
2.5'	4'	2.5'	2.5'	4'	3'

	# ROWS	% ROWS
RJR	102	28.57%
PM	125	35.01%
ATC	37	10.36%
LOR	30	8.40%
L&M	13	3.64%
B&W	32	8.96%
Extra Value	9	2.52%
GENERIC	9	2.52%
TOTALS	357	100.00%

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QUALITY MARKETS STORE #64

IN LINE FIXTURE (Non Self Service)

378 ROWS (Carton Capacity 1998)

RJR	RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM	PM
PM	PM	PM	LOR	LOR	EXTRA VALUE
PM	PM	PM	LOR	LOR	EXTRA (7) GEN (6)
PM	PM	PM (5) B&W (4)	B&W	B&W	GENERIC
L&M	L&M (2) ATC (6)	ATC	ATC	ATC (4) B&W (4)	GENERIC
2.5' 8 ROWS	2.5' 8 ROWS	3' 9 ROWS	2.5' 8 ROWS	2.5' 8 ROWS	4' 13 ROWS

	# ROWS	% ROWS
RJR	108	28.57%
PM	125	33.07%
ATC	27	7.14%
LOR	32	8.47%
L&M	10	2.65%
B&W	24	6.35%
Extra Value	20	5.29%
GENERIC	32	8.47%
TOTALS	378	100.00%

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #66

17' IN LINE 7 SHELVES

385 ROWS (Carton Capacity 2035)

RJR	RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR	RJR
PM	PM	PM	PM	PM
EXTRA VALUE	ATC (2) LOR (6)	LOR	PM	PM
EXTRA VALUE	ATC	LOR	PM	PM
GENERIC	ATC	ATC (5) B&W (6) PM (2)	PM	PM
GENERIC	ATC	B&W	B&W	L&M
2.5' 8 Rows	2.5' 8 Rows	4' 13 Rows	4' 13 Rows	4' 13 Rows

	# Rows	% Rows
RJR	110	28.57%
PM	135	35.06%
ATC	31	8.05%
LOR	32	8.31%
B&W	32	8.31%
L&M	13	3.38%
EXTRA VALUE	16	4.16%
GENERIC	16	4.16%
TOTALS	**385**	**100.00%**

REVISED: 6/93

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QUALITY MARKETS STORE #67

L SHAPED (2 separate fixtures) 7 SHELVES

420 ROWS (Carton Capacity 2220)

RJR	RJR
RJR	RJR
PM	PM
PM	PM
PM	PM
PM	PM
L&M	ATC
4' 13 Rows	4' 13 Rows

RJR	RJR	RJR	RJR
RJR	RJR	RJR	RJR
PM	PM	PM	PM
PM	LOR	LOR	EXTRA VALUE
LOR	LOR	LOR (5) B&W (3)	EXTRA VALUE
ATC	ATC	B&W	B&W
ATC	B&W	GENERIC	GENERIC
3' 9 Rows	3' 9 Rows	2.5' 8 Rows	2.5' 8 Rows

REVISED: 6/93

	# Rows	%Rows
RJR	120	28.57%
PM	147	35.00%
ATC	40	9.52%
LOR	40	9.52%
L&M	13	3.10%
B&W	28	6.67%
EXTRA	16	3.81%
GENERIC	16	3.81%
TOTALS	420	100.00%

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QUALITY MARKETS #69

8' IN LINE NON SELF SERVICE 7 SHELVES

182 ROWS (Carton Capacity 962)

RJR		RJR	
RJR		RJR	
PM		PM	
PM		EXTRA VALUE	
PM		LOR	
PM		LOR (9)	B&W (4)
L&M (8)	ATC (5)	ATC (6)	B&W (7)
3' 9 Rows		3' 9 Rows	

	# Rows	% Rows
RJR	52	28.57%
PM	65	35.71%
ATC	11	6.04%
LOR	22	12.09%
B&W	11	6.04%
L&M	8	4.40%
EXTRA VALUE	13	7.14%
TOTALS	**182**	**100.00%**

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QUALITY MARKETS #70

8' IN LINE NON SELF SERVICE

5 SHELVES LOW PROFILE

130 ROWS (Carton Capacity 702)

POG-QM#70.xls

RJR	RJR
RJR	PM
PM	PM
B&W	LOR
ATC	LOR (5) L&M (8)
4' 13 ROWS	4' 13 ROWS

	# Rows	% Rows
RJR	39	30.00%
PM	39	30.00%
LOR	18	13.85%
B&W	13	10.00%
ATC	13	10.00%
L&M	8	6.15%
TOTALS	**130**	**100.00%**

date:10/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #71

12' IN LINE 7 SHELVES

273 ROWS (Carton Capacity 1443)

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
PM	LOR	LOR
PM	B&W	B&W (5) ATC (4)
PM	PM	ATC
PM (4) L&M (9)	L&M (1) GENERIC (12)	EXTRA VALUE
4' 13 ROWS	4' 13 ROWS	4' 13 ROWS

	# ROWS	% ROWS
RJR	78	28.57%
PM	95	34.80%
ATC	17	6.23%
LOR	30	10.99%
B&W	17	6.23%
L&M	10	3.66%
EXTRA VALUE	13	4.76%
GENERIC	13	4.76%
TOTALS	**273**	100.00%

DATE: 6/93

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

QUALITY MARKETS #72

16' 5 SHELVES NON SELF SERVICE

245 ROWS (Carton Capacity 980)

SHELVES 3 CARTONS HIGH

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	RJR	
	RJR	
	RJR (7) PM (6)	
	PM	
	B&W (5) VT (8)	
	B&W (7) EV (6)	EV (3) ATC (6)
	L&M (5) ATC (8)	
	4' 13 Rows	

RJR	RJR	RJR
RJR	RJR	RJR
PM	PM	PM
LOR	LOR	PM
LOR (4) B&W (5)	PM	PM
B&W	B&W (1) PM (12)	PM
L&M	ATC	PM
3' 9 Rows	4' 13 Rows	3' 9 Rows

	# Rows	% Rows
RJR	95	29.97%
PM	111	35.02%
ATC	27	8.52%
LOR	26	8.20%
B&W	27	8.52%
L&M	14	4.42%
EXTRA VALUE/GEN	17	5.36%
TOTALS	317	100.00%

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Source: https://www.industrydocuments.ucsf.edu/docs/lfwn0000

MESSAGE CONFIRMATION

DATE:02/07/94 TIME:09:46

ID:R J REYNOLDS TOB

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
02/07	09:29	17'14"	315 463 2045	G3-S	038	NO

MESSAGE CONFIRMATION

DATE:02/07/94 TIME:[illegible]

ID:R J REYNOLDS TOB

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
02/07	09:56	01'45"	315 463 2045	G3-S	003	OK

51860 2298

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